

JFW NEWSLETTER

March 2010

Late Breaking News:

March 1, 2010

Calina Escapes Chile's 8.8 Quake

The huge earthquake that rocked Chile and the Pacific over the past weekend, spared our co-workers. No one was hurt at Calina Winery, located just 55 miles from the earthquake's epicenter.

Communication with the winery has been sporadic but a message relayed yesterday from Calina cellar master Carlos Cordova said that there were no injuries and only minor damages to the winery structure (some slight cable damage in roof, some cosmetic issues), and 2,000 liters of wine were lost. Elsewhere the country continues to reel. The city of Talca, located 10 miles from Calina, was reported to have suffered widespread, major damage.

Inside:

Closer Look

Water

Gumbo

More



Red Cross worker cares for Haitian child in makeshift shelter area.

Photo:Talia Frenkel/American Red Cross

You, Jackson Family Help Haiti; joint fund nets Red Cross \$17,400

In response to the devastating earthquake in Haiti, the people of Jackson Family Wines responded with compassion, donating \$7,400 dollars to the American Red Cross Relief Fund in a two-week drive.

That amount then jumped to \$17,400 when the Jackson family added \$10,000 to the cause.

“Once again we all came together to make the world a better place,” said Jess Jackson. “I’m proud of the generosity shown by everyone.”

On February 16, our CFO, Ty Comstock, who is also a board member of the local Mendocino-Sonoma County Chapter of the American Red Cross, presented the checks and received a commendation certificate on behalf of all who donated.

At the time, our donation represented around 10 percent of the total amount the chapter had collected from the entire county.

In coming days, every contributor will receive a personal letter of appreciation from the American Red Cross.

So far in Haiti the American Red Cross has: spent or committed \$80 million; delivered 3 million pre-packaged meals; provided funding to feed 1 million people for a month; produced 1.2 million liters of water per day, enough for 300,000 people; distributed blankets, kitchen sets, hygiene kits, buckets, water containers, laundry soap/detergent, and mosquito nets to 185,000 people and provided blood products, and family linking services.



Jackson Family Wines CFO Ty Comstock receives certificate of thanks from local Red Cross chapter CEO Tim Miller.

**Closer look:
Rodney Williams, svp
classics marketing**

Rodney Williams came to the wine industry with impressive credentials. He had already led the marketing team behind the launch of OnStar for General Motors—a campaign that garnered over 30 marketing awards. He had served as Group Product Director for the First Aid, Sports Medicine and Home Health Care franchise at Johnson & Johnson, where he led the Band-Aid brand to its largest share gain in 11 years.

But the wine industry was a different and more skeptical animal.

“When I think of all the categories I’ve worked in, the wine industry has the steepest learning curve: the marketing idiosyncrasies, the history, the need for an adequate palate all add to that hurdle,” Rodney says. “But however insular the industry may be, it is also welcoming to those who demonstrate a genuine passion for wine.”

So in addition to his BA from Amherst College and MBA from the Kellogg School at Northwestern University, Rodney took the UC Davis Executive Wine Management program as part of his preparation for the industry.

It paid off. As senior vice president of marketing at Robert Mondavi Lifestyle Brands, he oversaw the successful turnaround of Woodbridge.

His keys to success: “Although the wine category is like no other, there are a



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Rodney Williams

couple of marketing truisms that hold across all businesses. The most important thing is intimately knowing your target audience, what they want and expect from the brand. Next would be having an interdisciplinary approach in which all groups work together in a coordinated, integrated way.”

Rodney is an avid skier and foodie. If you need personal reviews of East Bay restaurants, he’s the guy to ask.

He is also a leader in the nonprofit world. Rodney is a director at the Museum of the African Diaspora in San Francisco, the Insight Center for Community Economic Development,

based in Oakland, and the United Movement to End Child Soldiering, based in Washington, D.C. and Kampala, Uganda.

“There is an old brand management adage that one should leave a brand in better shape than one found it. I think that’s equally true of the communities in which we live, so I’ve long been involved with community activities outside of work. In addition to the personal satisfaction, charitable work gives you a chance to creatively apply what you’ve learned in business. It also brings you closer to consumers. It helps me see the consumer in a more holistic way.”



Cheese never paired so well

Executive Chef Justin Wangler and team will add amazing cheese pairings for Kendall-Jackson wines starting in early March.

**New pairings at KJWC
six cheeses & wines**

The Kendall-Jackson Wine Center will soon add a third option to its food-and-wine-pairing menu: a cheese pairing that couples six local cheeses with six Kendall-Jackson wines.

The culinary team will begin serving the cheese pairing in early March, said Executive Chef Justin Wangler. It will cost \$20; reservations are not needed for groups less than six.

Chef Tracey Shepos, who is part of the Wine Center’s culinary team, helped create the pairing. Shepos has an Artisan Cheesemakers credential from the University of Vermont.

The menu:

Grand Reserve Sauvignon Blanc with Delice de la Vallee;

Highland Estates Camelot Highlands Chardonnay with Redwood Hill Farm’s Crottin;

Vintner’s Reserve Riesling with Bellwether Farms’ Carmody;

Grand Reserve Syrah with Valley Ford Cheese Co.’s Estero Gold;

Highland Estates Trace Ridge Cabernet Sauvignon with Achadinha Cheese Co.’s Capricious; and

Grand Reserve Late Harvest Chardonnay with Point Reyes Farmstead Blue.

JFW Leads Recycling Innovation

new water process can save 70%

Jackson Family Wines is introducing the wine industry to a new era in winery water recycling and energy-use reduction that, if adopted by even 35% of California wineries, could result in conserving as much as one billion gallons of water annually.

Our Sustainability Program, led by Robert Boller, recently completed a year long “proof of concept” pilot program that confirmed the technology’s high efficiency and quality standards in using filtered rinse water that is recycled from a number of winery uses. The technology was adapted to winery operations through a cooperative initiative among Jackson Family Wines, the Napa-based Civil Engineering firm Riechers Spence and Associates, and winery wastewater specialists Heritage Systems, with the University of California at Davis providing independent third-party validation of testing results.

The process will be applied to water used for rinsing wine barrels and tanks along with other uses that together represent about 70% of a winery’s water use. In addition to water savings, the new process also provides multiple energy benefits. The system returns 90 percent of water enabling a winery to reuse its rinse water up to ten times. Since the recycled water also retains 75 percent of its heat properties, the new process will also reduce energy use and cost. This highly efficient technology can dramatically reduce water use and energy used in the acquisition, heating, transfer, cleaning and dispersal of water.

“We’ve always said: ‘take care of the land, and the land will take care of you.’ This program is what we mean.”

Barbara Banke

The high quality of the recycled water more than satisfies applicable drinking water standards. The wine material removed from rinse- and process-water as part of the filtering process has the possibility for secondary beneficial uses including co-composting with other organic materials, use as a natural fertilizer, or energy creation in a bio-digester system.

We are now in the process of moving from the pilot test to commercial operation. In this one winery alone, the system, when implemented, is expected to result in annual reductions of 6,000,000 gallons of water, 133,000 kWh of electricity, and 73,000 therms of natural gas.

Our sustainability program is focused on the triple bottom line: the environmental, social, and economic needs of the world. Over the last year, the Jackson family’s investment in energy efficiency initiatives has resulted in electricity savings of 9,000,000 kWh per year (equal to 1,300 homes usage).

New Process:

if adopted by even 35% of California wineries, could result in conserving as much as one billion gallons of water annually





“The Gumbo Smackdown exceeded our wildest expectations! We will definitely be doing it again.”

Nancy Woods,
Tasting Room Manager



Who dat Gumbo Smackdown? jeff reilly takes home the “golden crawfish”

Over 100 festively-dressed Sonoma County locals showed up for a variety of Cajun-inspired dishes at the first annual “Mardi Gras Gumbo Smackdown” held at the Kendall-Jackson Wine Center last month. The event, which featured a fiercely-battled competition among chefs Jeff Mall from Zin, Josh Silvers from Syrah, and Jeff Reilly from Equus, ended in lighthearted camaraderie as Reilly’s smoked chicken and breaded shrimp took the Golden Crawfish by only one set of Mardi Gras beads.

Each gumbo dish was paired with a Kendall-Jackson Wine. Tasting Room Manager Nancy Woods said that “The Gumbo Smackdown exceeded our wildest expectations!”

For the \$25 ticket, visitors received four delectable dishes, four classes taught by our Wine Center culinary team, and, of course, delicious wine.



Wine Road Barrel Tastings kick off March-April events

Wine Road Barrel Tastings



For a sneak preview of great wines prior to release, look no further than the Wine Road Barrel Tasting, one of Sonoma County's most popular events. This year's festivities take place March 6-7 and 13-14, and are an excellent way to learn about the evolution of a wine before it is bottled. Guests can also buy futures and meet winemakers.

Murphy-Goode is extending the fun and offering samples of its 2008 Snake Eyes Zinfandel and 2008 Pinot Noir — which is new to the portfolio — on Friday, March 5 and 12 in addition to the dates mentioned above. The wines will be paired with chili, created by the JFW culinary team. Just around the corner from Murphy-Goode in downtown Healdsburg, La Crema will highlight its Carneros wines with a special discount on the 2007 vintage. Visitors can also nibble on gourmet breads, cheeses and spreads.

Meanwhile, the Kendall-Jackson Healdsburg tasting room will offer the 2008 Trace Ridge Cabernet Sauvignon paired with collared greens and grits. At the Wine Center, guests will compare samples of the 2008 Highland Estates Hawkeye Mountain Cabernet Sauvignon from two barrels toasted at different temperatures and for different lengths of time. Afterward, visitors can taste the finished wine to see what happens when both barrels are blended together. In addition to the barrel samples, the Wine Center will offer small bites for guests to enjoy.

Barrel Tasting tickets are \$30 per person, per weekend, at the door. Admission for designated drivers is \$10. Must be 21 or older to attend.

Upcoming:

March 7: "Barrels and Their Influence on Wine"
Stonestreet Summit School Seminar

March 12: Murphy-Goode Winemaker Dinner at Inn at the Tides in Bodega Bay

March 25: Freemark Abbey Sycamore Release Party

March 30: Hartford Family Winery Winemaker Dinner at Farallon Restaurant in San Francisco

April 1: Tickets on Sale for Matanzas Creek's Days of Wine & Lavender Festival

April 11: "Mountain Vineyard Challenges" Stonestreet Summit School Seminar

April 17-18: Arrowood Winery New Release Weekend

To submit an event, please e-mail pr@jacksonfamilywines.com.

Gomez in Finals of County Championship pruning event largest yet

Salvador Gomez (pictured, right) of Stonestreet Winery took first place in the Alexander Valley regional grapevine pruning championships to qualify for the 11th Annual Sonoma County Pruning Championship held February 19.

But the momentum of his regional victory was not enough to carry Salvador into the winner's circle in the ultimate event.

Under wet, cloudy skies the finals went off at a rapid pace, with contestants being judged not only on speed but on their abilities to improve the health of the vine via their techniques.

Approximately 250 people attended the event to cheer on the competitors at Santa Rosa Junior College Shone Farm. Javier Lopez of Valdez & Sons Vineyard Management won first place honors. He



“Salvador did a great job in a fiercely-competitive contest.”

**Robert Carroll
Stonestreet G.M.**

Vineyards; third place went to Francisco Toledo of Clendenen Vineyard Management.

“This is the biggest pruning event we have ever had,” says Nick Frey, president of the Sonoma County Winegrape Commission. “The quality and speed of the pruning was exceptional.”

expertly pruned five vines, combining speed and best quality work, and collected \$1,000 for his efforts. Second place honors went to Isaac Moreno of Munselle



Bulletin Board tax man cometh

Reminder: Tax time is here.

W-2s were sent to all employees at the end of January.

If you have misplaced your W-2 or want a new copy, you can print your W-2 from the Employee Self Service site at:

www4.intersourcing.com.

Your username is “JACKS,”



followed by your employee number (for example, JACKS123456). Your default password is your 8-digit date of birth.

To view and print your W-2, click on the “Pay” button from the menu and click on W-2.

Contact HR Direct at 707-525-6212 or hredirect@kjmail.com if you have any questions.



Olympic-like competition during charity auction (below) for elite Napa wines at Culinary Institute.



Premiere Napa Valley elite wineries' showcase, tasting, auction

If wine-tasting were an Olympic sport, the event would look a lot like Premiere Napa Valley.

Just as elite athletes have to make the cut to enter the Olympics, so must attendees for Premiere. This invitation-only trade auction — a fundraiser for the Napa Valley Vintners organization — draws the nation's top wine buyers to the Culinary Institute of America-Greystone in St. Helena.

This year's event brought in \$1.9 million for the NVV.

Attendees spend the morning tasting barrel samples of wines created exclusively for the auction. It's an intense experience, as the sold-out crowd packs elbow-to-elbow into the CIA's barrel room, filling the space with the steady hum of conversation and the flash of purple teeth. Winemakers answer questions about the wines, while potential bidders evaluate the offerings. After the tasting, the auction begins. Buyers raise

their paddles for their favorite lots, and auctioneers push for speed. As with the Olympics, things can get competitive.

This year's event took place Feb. 20. More than 500 trade and media guests tasted barrel samples from 200 Napa Valley wineries. Freemark Abbey, Cardinale, La Jota and Atalon each offered auction lots.

Freemark provided a 2008 Cabernet Sauvignon sourced from York Creek Vineyard on Spring Mountain at approximately 1,700 ft elevation.

Cardinale offered a 2008 Bordeaux-style blend of Malbec and Cabernet Sauvignon from its Mount Veeder Vineyard.

La Jota showed a 2008 blend of Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot and Malbec highlighting Howell Mountain. Atalon auctioned off a 2008 Napa Valley Merlot from the historic Keyes vineyard.